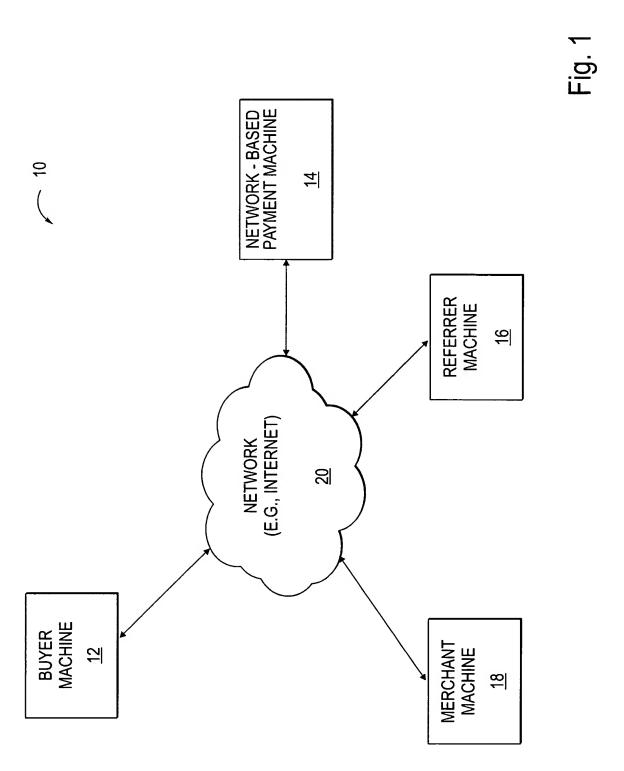
Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE
PROMOTION OF A PAYMENT SERVICE
1st Named Inventor: Alan Tien
Express Mail No.: EV410137596US Docket No.: 3801P150
Sheet: 1 of 16



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

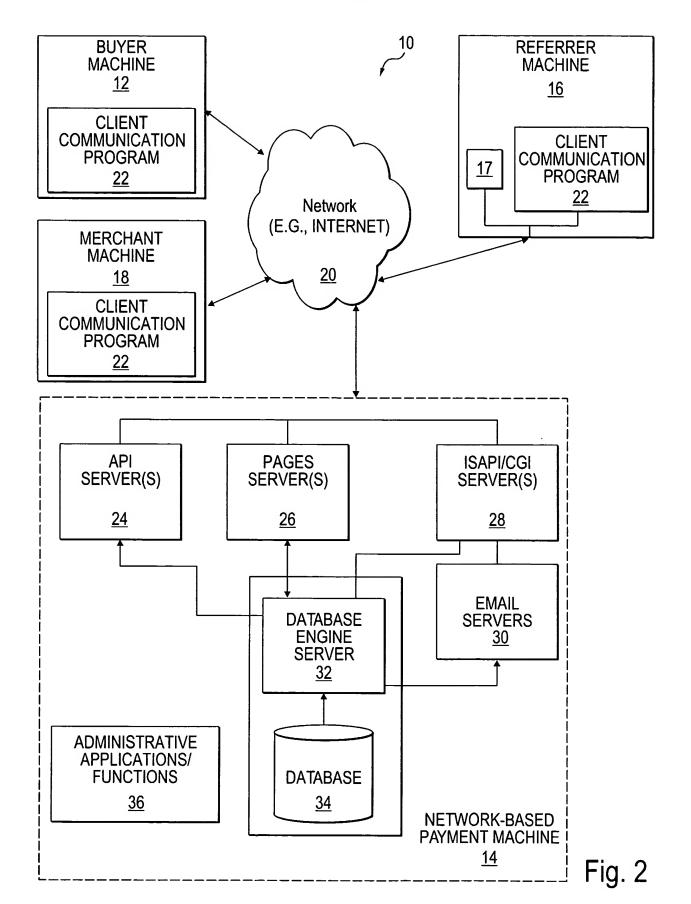
Docket No.: 3801P150

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien

Express Mail No.: EV410137596US

Sheet: 2 of 16



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE
PROMOTION OF A PAYMENT SERVICE
1st Named Inventor: Alan Tien
Express Mail No.: EV410137596US Docket No.: 3801P150
Sheet: 3 of 16

NSED HINE		VER		ADMINISTRATIVE MODULE	38
NETWORK - BASED PAYMENT MACHINE	14	ISAPI/CGI SERVER <u>28</u>	KERNAL	ACCOUNT	40
				PAYMENT MODULE	42
				AWARD	44

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE PROMOTION OF A PAYMENT SERVICE

Docket No.: 3801P150

1st Named Inventor: Alan Tien

Express Mail No.: EV410137596US

Sheet: 4 of 16

BONUS PROGRAM TABLE 52 BONUS PROGRAM NO. BONUS PROGRAM CODE START DATE • END DATE ELIGIBLE VOLUME PAYOUT RATE PAYOUT PERIOD PAYOUT FLAG LANDING PAGE URL • INITIAL HURDLE INITIAL PAYOUT MAX PAYOUT BONUS PROGRAM TYPE

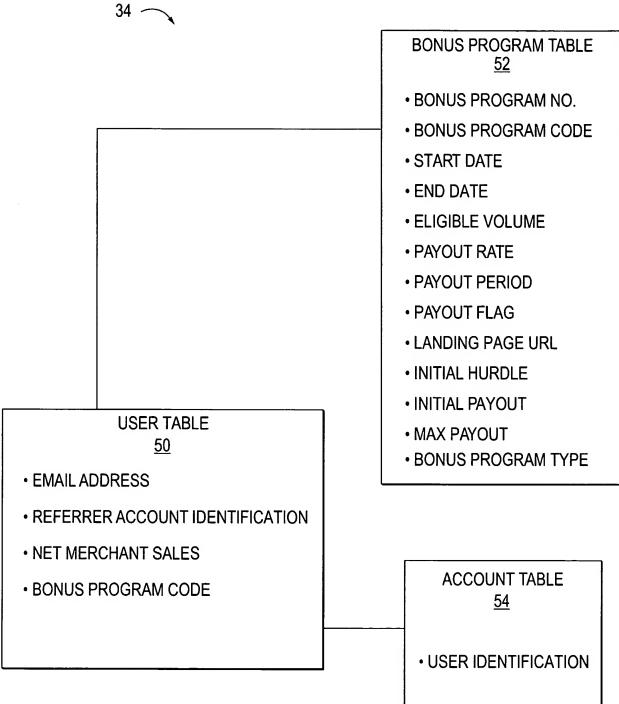
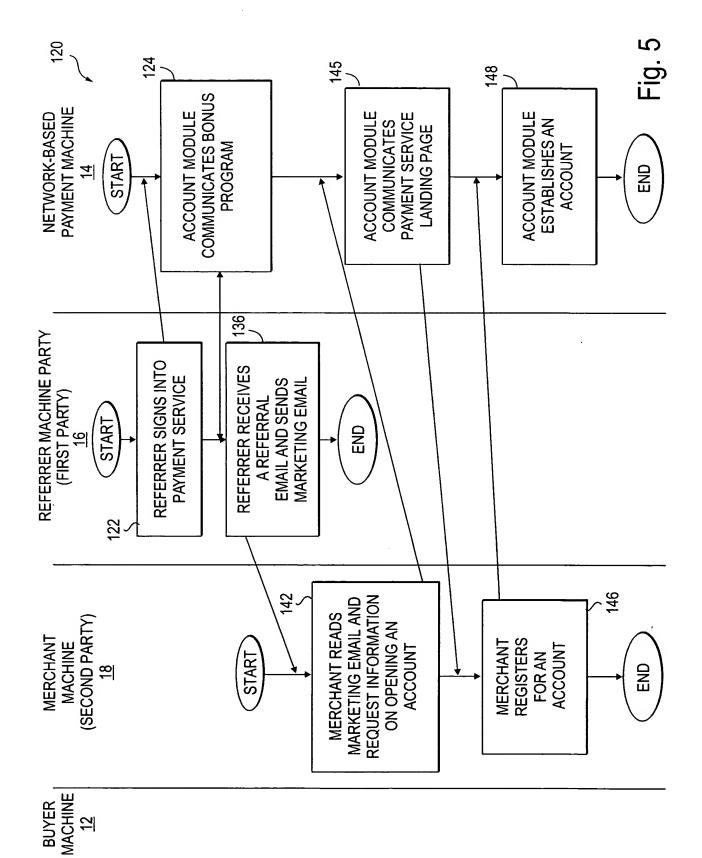


Fig. 4

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

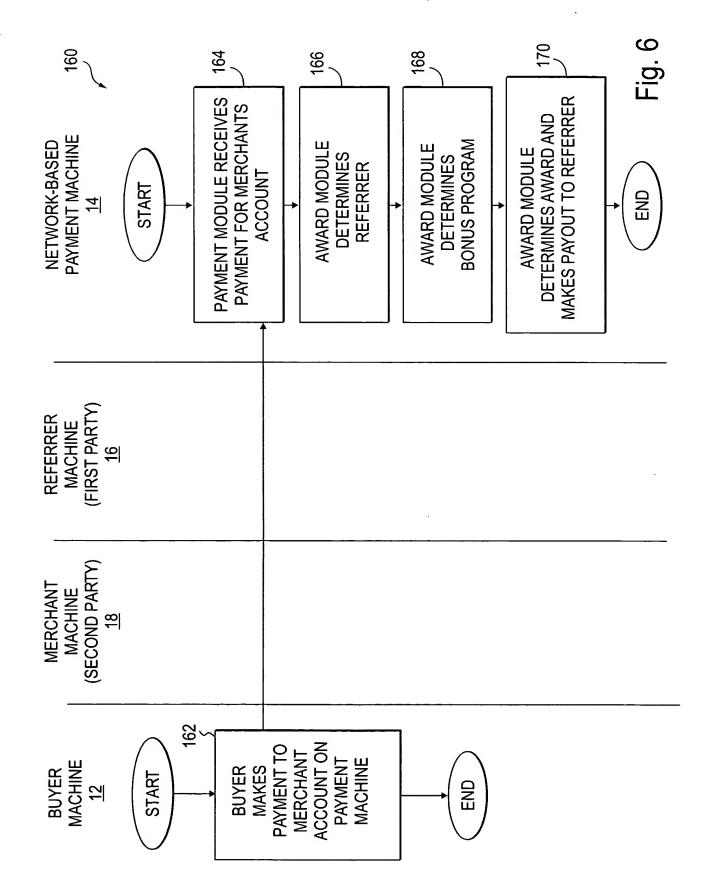
Sheet: 5 of 16



Blakely, Sokoloff, Taylor & Zafman LLP (40)
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE PROMOTION OF A PAYMENT SERVICE (408) 947-8200

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 6 of 16

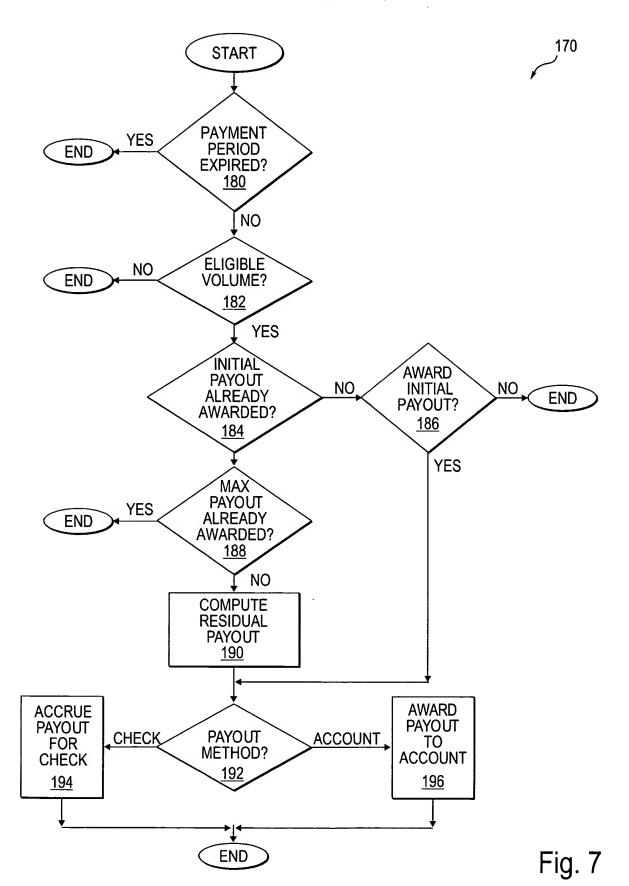


Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 7 of 16



Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

Docket No.: 3801P150

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 8 of 16

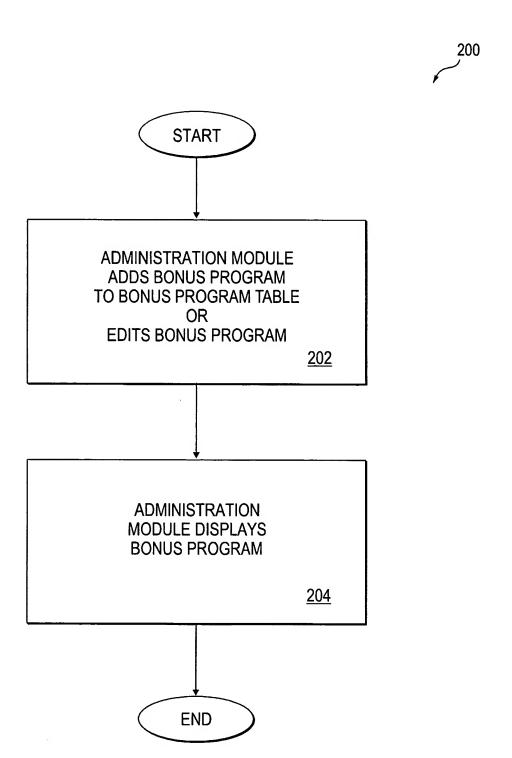


Fig. 8

Blakely, Sokoloff, Taylor & Zafman LLP

(408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 9 of 16

Docket No.: 3801P150

128

126

XYZ PAYMENT SERVICE

BONUS PROGRAM

Get up to \$100 for Referring New Merchants and Businesses to XYZ PAYMENT SERVICE

What is the Bonus Program?

The Bonus Program is designed to reward our trusted merchants and developers for bringing new businesses to XYZ PAYMENT SERVICE. All you need to do is have someone sign up for a Business or Premier XYZ account. Your referral bonus is tied to the amount the merchant you referred receives using XYZ's Website Payment Tools:

- 1. Get \$10 after the referred merchant uses XYZ's Website Payment Tools to receive \$1.000 in sales.
- 2. After the first \$1,000 of sales, you'll receive a percentage of the new merchant's revenue - up to \$100 - for the first 6 months that the merchant has his XYZ account

How can I start earning my Bonuses?

Use one of the methods listed below to start referring merchants: \ 130

1. Use your personalized referral link

Include the link below when you send out emails. You'll be eligible for a referral bonus anytime someone signs up for a XYZ account using this link:

https://www.XYZ.com/mrb/RAI=ABCD&BPC=1234

2. Send a Referral email

The easiest way to collect referral bonuses is to send a short Referral Email to merchants you know and include your referral link. To get your own referral email, click here, or click on the button below to have XYZ PAYMENT SERVICE send a sample referral email to your Primary email address.

Send Me a Referral Email Template

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 10 of 16

Docket No.: 3801P150

126

3. Add a referral logo to your website

Put a referral logo on your website or in your email by copying the code below and pasting it into your website's HTML code or into your referral email:

Fig. 10

Blakely, Sokoloff, Taylor & Zafman LLP (40) Title: METHOD AND SYSTEM FOR INCENTIVIZING THE (408) 947-8200

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien

Express Mail No.: EV410137596US

Sheet: 11 of 16

Docket No.: 3801P150

138 service@XYZ.com To: referrer@zzz.com CC: Subject: Bonus Program Link 09/23/2003 04:28 PM Dear Referrer, 139 Here's the Referral link you requested. Just forward this link to people you think would like to sign up for an XYZ Premier or Business account. Once they sign up, you'll be eligible to receive a bonus: https://www.XYZ.com/mrb/RAI=ABCD&BPC=1234 62 64 100

Blakely, Sokoloff, Taylor & Zafman LLP (40) Title: METHOD AND SYSTEM FOR INCENTIVIZING THE (408) 947-8200

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien

Express Mail No.: EV410137596US

Sheet: 12 of 16

140

Docket No.: 3801P150

referrer@zzz.com

To: merchant@mmm.com

09/23/2003 04:34 PM

Subject: Recommended Payment Service

Dear Merchant,

Here's a link to a payment service that will provide excellent service. I strongly recommend that you check it out.

https://www.XYZ.com/mrb/RAI=ABCD&BPC=1234

Sincerely,

Referrer

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien

Express Mail No.: EV410137596US

Sheet: 13 of 16

143

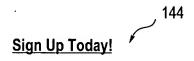
Docket No.: 3801P150

XYZ PAYMENT SERVICE

Accept Credit Card Payments Online with XYZ

Sign up for XYZ Business account today to take advantage of online payments services.

Your XYZ Business account includes the following benefits:



Save money when you use XYZ:

Your XYZ Business Account lets you accept credit card payments while avoiding the high costs of a traditional merchant account for online merchants.

Getting started with XYZ is easy!

After signing up for your XYZ Business account, log in and go to the Merchant Tools tab. From there, you can create your XYZ Website Payments button. Add your new buttons to your website to start collecting XYZ payments immediately.

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200
Title: METHOD AND SYSTEM FOR INCENTIVIZING THE Blakely, Sokoloff, Taylor & Zafman LLP

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 14 of 16

184

Docket No.: 3801P150

ADD/EDIT BONUS PROGRAM

Enter email, Enter "XYZ" for the General Bonus Program. Leave blank if unrestricted. 1 email per line if entering multiple Referrers. Referrer Email XYZ Payment Service@xyz.com

Bonus Program Number 1111

Description			General
Start Date	04	23	2003
End Date	05	15	2003

Eligible Volume	Both	
Payout Rate	0.50	%
Payout Period	6	months
Payout Flag	Υ	
Landing Page	p/mrb/r	nrb-welcome-outside

Currency Table	Initial Hurdle	Initial Payout	Max Payout	
USD	1,000	10	100	
CAD	1,500	15	150	
EUR	1,000	10	100	
GBP	700	7	70	
JPY	130,000	1,300	13,000	

Cancel <u>Edit</u>

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US Sheet: 15 of 16

188

`	VIEW BONUS	PROGRAM	
Referrer Iden	ntification XYZ	<u>?</u> .	
Bonus Program Numl	per	1111	
Bonus Program Code		1234	
Description	Ge	eneral	
Payouts to Date	\$15	3,324	
Start Date	, ·	/2003	
End Date	8/15/	8/15/2003	
Eligible Volume Payout Rate Payout Period	6	Both 0.50 % months	
ayout Flag anding Page	p/mrb/mrb	Y o-welcome-outsid	de
Currency Table JSD CAD	Initial Hurdle 1,000	Initial Payout 10	Max Payout 100
EUR	1,500 1,000	15 10	150 100
GBP	700	10 7	70
JFY	130,000	1,300	13,000
		<u>Cancel</u>	Edit

Blakely, Sokoloff, Taylor & Zafman LLP (408) 947-8200 Title: METHOD AND SYSTEM FOR INCENTIVIZING THE

PROMOTION OF A PAYMENT SERVICE

1st Named Inventor: Alan Tien Express Mail No.: EV410137596US

Sheet: 16 of 16

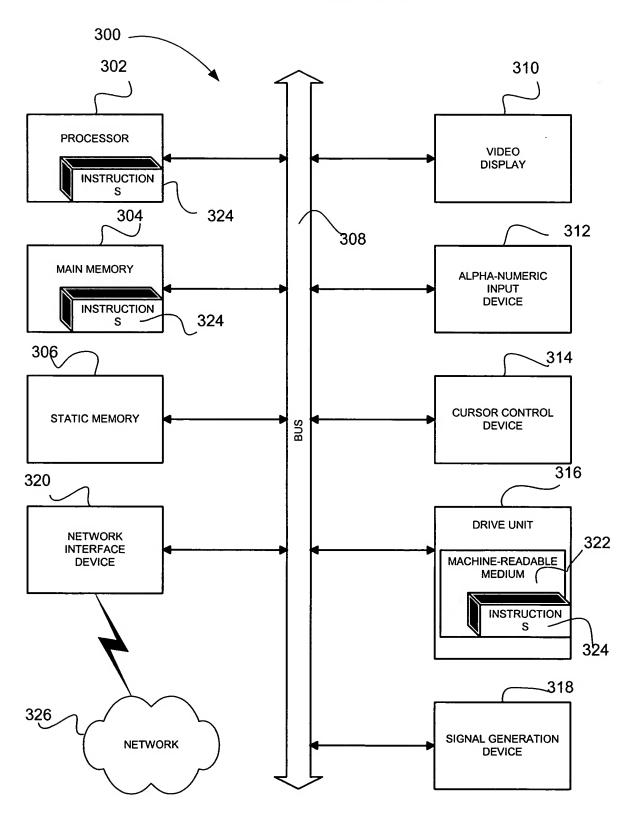


Fig. 16